The Three Country Experiences with Tobacco Harm Reduction

A story of consumer choice

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Outline

• The three country consumer experiences
  • Sweden and Snus- the epidemiological basis for THR
  • Britain and e-cigarettes- THR for tobacco control success
  • Japan- disruptive technologies and consumer choice

• Question: What do they mean for facilitating tobacco harm reduction globally?
High smoking prevalence............ replaced by snus use over 30 years

1. Graph from https://www.swedishmatch.com/globalassets/scaled/8907120/602x399x90/globalassets-swmimages-snusandhealth-salestrend_snusandcigarettes_en.jpg
2. New Scientist March 2017
A decade of relapse prevention by ex-smokers using e-cigarettes

Cigarette smoking prevalence

- The long-term decline in the prevalence of cigarette smoking continues

Electronic cigarette use

- Frequency of use among users is greater in ex-smokers

Graph shows prevalence estimate and upper and lower 95% confidence intervals

Source: http://www.smokinginengland.info/ accessed 8th June 2018
A consumer led rapid market disruption in 2 years.. and more to come?

Source: published data from JT
Consumers’ acceptance of non combustible alternatives: common thread?

- E-cigs: <10 years, response to TC measures, hobbyists and nicotine literacy
- Snus: > Thirty years, social cultural factors, industry standards, TC measures
- THPs: within 2 years, embracing technology, driven by consideration, with little or no TC intervention
Varied needs across the world... consumers need choice

- Safer
- Saves money
- Easy to use
- No taste fatigue
- Should not smell
- Discreet
- Gives nicotine without the harm

Varied needs across the world... consumers need choice.
Different strokes, different folks..

.. to achieve tobacco harm reduction GLOBALLY
Thankyou
Our portfolio aims to meet the consumer needs of smokers globally

Cigarettes
Position confirmed through epidemiology

THP
Position confirmed through epidemiology

Snus
Position to be confirmed*

Vapour
Position proposed by some Public Health Authorities*

The RISK CONTINUUM


These modellings do not necessarily mean that our products are less harmful than cigarettes